

MESSAGE CONFIRMATION

DATE: 08/08/96 TIME: 08:29

ID: BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
08/08	08:28	00'26"	7166394916	G3-S	001	OK

51859 7057



Roger C. Farmer
Regional Sales Manager
150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
Phone: (716) 634-3143
Fax: (716) 634-3145

July 31, 1996

To: Todd McMahon
Keith Myers

Gentlemen,

Current \$3.00 discounting of Branded Savings is not a practice I would like to continue past August 23rd.

Please advise your people that as of this date we will stop the \$3.00 discounting of Doral and Monarch and return to the \$1.50 level.

If both GPC and Basic follow, I feel we have done our job to put profit back into these brands. If competition does not follow by September 2, 1996, we will return to the \$3.00 level.

It is imperative that you communicate this strategy to your people and they notify their accounts. Keep in mind that only part of the message should be communicated. We do not want the retailer to know of our September 1, 1996 plan as they would like us to continue discounting at \$3.00.

Let's see if we can sell this one.

Sincerely,

Roger
Roger C. Farmer

INDIA'S

51859 7058

RJ REYNOLDS

ID:

AUG 08'96

8:50

TRANSMIT CONFIRMATION REPORT

NO.	:	002	
RECEIVER	:	K MYERS	
TRANSMITTER	:	RJ REYNOLDS	
DATE	:	AUG 08'96	8:50
DURATION	:	00'34	
MODE	:	STD	
PAGES	:	01	
RESULT	:	OK	

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